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ABSTRACT

Research was conducted to study the speech in a sales transaction in a retail store under natural conditions. Fourteen sales transactions in a lighting fixture store were tape recorded, with the customer's knowledge, over a period of four days. Each talk was divided into three segments--speech preparatory, speech central, and speech final--and then analyzed. The merchandise was discussed in terms of its aesthetic appeal, technical qualities, and functional use. The study revealed that the speech segment dealing with the selection of merchandise was the longest in duration and it was also the most varied in content. It was in this segment that the lead argument was developed. This segment was also the richest in instances of repetition, primarily induced by the salesperson. Use of subject matter that was extraneous to the main subject of the sales transaction, such as jokes and stories that occurred before or after the segment, was curtailed. The content and use of repetitions seemed basically independent of the personality, age, and sex of the sales person, and were determined by the type of merchandise under consideration. Language style, set phrases, and jokes varied with the salesperson, and were more strictly related to the personality of the customer. (HTH)

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The Function of Repetition in the Sales Transaction

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PURPOSE

This research is part of the long-range project initiated in 1976 at the Vanderbilt University Linguistics Program to study the verbal and non-verbal aspects of the interactional behavior of middle class Americans in various common, every day situations. The focus of the present research is the ethnography of speaking of the sales transaction in a retail store under natural conditions.

METHODOLOGY

The methodology with which we approach our interactional research is our own. It is not based on the traditional type of conversational analysis and would hardly qualify for inclusion in the journal Language and Society. Studies on service encounters using the Sacks-Schegloff model are text-oriented. For us the text is only a means to better understand how people interact. While text-centered analysis is primarily humanistic our concerns tend toward social psychology. For the same reason we have also chosen not to adopt any of the models of discourse analysis that are currently available. Some of these do not fit the subject matter of this particular research while others are designed to reveal the ego state of the individual participants. Our goal is the interaction, how it unfolds and how it is maintained. We are indebted to Irving Goffman (1971:62-94) for his concept of Supportive Interchange and our techniques for the study of verbal behavior are based on the insights we have gained from the observation of nonverbal communication pursued by the senior author over the past decade (von Raffler-Engel 1980).

* A preliminary version of this paper entitled The interaction between salesperson and customer: a study in the ethnography of speaking was presented at the International Conference on Social Psychology and Language at the University of Bristol, England, July 16-20, 1979.

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RESEARCH DESIGN

The field study was conducted during the busy Christmas Season, in West Palm Beach, Florida in a privately owned medium-size store specializing in light fixtures.

To assure the legality of the field study a large sign was prominently displayed inside the store telling the customers that a marketing survey was in process and that they might be taped. If they did not wish to be recorded they should inform the sales personnel of their desire, which would be honored. Of approximately a hundred persons who entered the store on the day before Christmas and an average of fifty persons a day on the three days after Christmas, nobody objected to the taping. The same legal device had been successfully used in a previous experiment of our group in a retail store in Nashville, Tennessee where only one person out of some seventy customers objected to being recorded (Jones and von Raffler-Engel in press). In this experiment several customers even liked the idea of being on tape.

Middle-aged male customer: I hope you got it all.

Experimenter: I sure did. I sure appreciate that. Now I have to go back and analyze it. I have around five hours of tape now. I have to get it all transcribed.

Customer: How much you gonna erase?

Experimenter: Of yours? I'll probably use all of it.

Customer: (smiles contentedly)

The experiment was conducted by the junior author who was one of the salesmen in the store and who carried a small tape recorder unobtrusively on his person. The tape recorder was activated during his own sales transactions and while he was standing close to or walking along with other salespersons engaged in their business. The other salespersons knew of the recording and

felt that the fact was irrelevant to their performance. Seventeen (17) sales transactions were recorded in this manner. As three of these had to be discarded because of unintelligibility, the number of sales transactions utilized for this study is fourteen (14), representing a total of four hours and thirty minutes (4½ hours) of tape. The transactions occurred at various times of the day during the regular business hours between eight a.m. and six p.m. On December 23, 1978, six transactions were taped of which four were utilized. On December 27 three were taped and all utilized. On December 29 three were taped and two were utilized. On December 30 five were taped and all utilized.

SUBJECTS

Customers came to the store singly and in groups, mainly consisting of husband and wife pairs. The fourteen transactions utilized in the research involved a total of twenty-nine (29) customers of whom sixteen (16) were male and thirteen (13) were female. They ranged in age from the late twenties to seventy years. One couple came with their twelve year old son (included in the count of customers). No other children were in the store at the time of the experiment. Except for one black woman, the customers were white. All were members of the middle class.

On the days of the four-day experiment, five sales persons were working in the store; all white and middle class:

- M1 the owner of the store who is fifty-two years old and has twenty-seven years of experience in the light fixture business;
- F wife of M1, forty-five years old and who has been active in the store for six years;
- M2 an employee who is sixty-five years old and has been active in the store for three years;

- M3 son of M1 and F, a college student, age twenty-two, who has worked in the store during the Christmas vacation and summers for six years;
- M4 the field observer, son of M1 and F and brother of M3, age twenty, and also a college student who has worked in the store during the Christmas vacation and summers for six years.

ANALYTICAL PROCEDURE

For the analysis of the content and the language of the tape transcripts, each sales transaction has been treated like a speech event and was divided into four (4) segments:

PS pre-speech corresponding to the greeting ritual. To preserve the naturalness condition the pre-speech section was rarely recorded in full and was, therefore, not subjected to analysis. The experimenter did not record all customers from the start. He would first let the salesperson walk up to the entering customer and make contact with him before he would join them in a casual manner. This eliminated the awkwardness of having two salesmen approaching a single customer at once, and also gave the customer the opportunity to read the sign stating that he might be on tape and to raise any objections before the actual taping.

SP speech preparatory corresponding to the sales talk and the decision making process by the customer. SP begins when the sales person utters a sentence of the type "Can I help you?"

SC speech central which has two variants:

1. It begins with a statement by the customer to the effect of "I'll take it" leading to the exchange of payment and merchandise.
2. It begins when the customer makes a statement like, "No, it's just not what I want," indicating that no sales contract will be forthcoming.

SF speech final corresponding to the leave taking formula. Depending on the outcome of SC,

1. it begins immediately after the salesperson says "thank you" when a sales contract has been completed; or
2. it begins following statements by the salesperson to the effect of "We are getting in a few more things in a few weeks" when the customer has not found what he wanted.

The boundaries between PS and SP and between SP and SC are clearly defined, while the boundaries between SC and SF are not always easily established.

Not all segments are necessarily present during each sales transaction. Of seventeen (17) recorded transactions, SP was present in sixteen (16), SC (17) was always present and SF was present in six (6) instances. See Table I.

The length of the three segments varied. The normalized percentage of time for the three segments showed that SP had the longest average (64.5%), SC was slightly less than half of this time (32.9%), and SF was extremely short (2.5%). See Table I.

Given that SP was the longest segment and that it is the part of a sales transaction where the salesperson spends most of his energy and where the customer makes his decision, this segment was selected for the detailed analysis of content and language.

From the preliminary examination of the data it became immediately apparent that the content of the talk about the merchandise could be subdivided into three distinct categories:

aesthetic: when the conversation centered around the aesthetic appeal of the merchandise.

functional: discussions of the suitability of the merchandise within a specific setting ("too high for my desk").

technical: having to do with the installation of the fixture or its construction.

The importance of each of these three categories within the SP segment of transaction was established by measuring the time spent on each category. It was then determined whether the type of merchandise or the personality, age and sex of the salesperson were significant variables in relation to the three categories of content. Personality, age and sex of the customers were not included in the statistics.

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The language of the sales transaction was analyzed for variation in style, the use of set phrases, and jokes, and repetitions of particular utterances throughout the transaction.

Eventually, it became apparent that the category of repetition was the one most significant as it was pervasive throughout and independent of personality factors. The focus of our research emerged from the data as we analyzed the transcript and in the final analysis repetition was broken down into two categories with two subsets each, depending on whether the particular type of repetition occurred within the speech of the salesman or of the customer.

self-repetition: The speaker repeats what he has said before, either immediately or discontiguously after a few intervening utterances.

other repetition: The hearer repeats some phrase or phrases previously uttered by the speaker.

RESULTS OF THE FIELD OBSERVATIONS

The analysis of the data showed that content and form are interdependent. They can be examined separately for the ease of the analysis, but the explanatory power lies only in the recombination of the two.

Content Analysis. Each transaction was analyzed for the presence of any or all of the three categories that had emerged as a clear pattern from the preliminary examination of the data.

The aesthetic category was by far the most important one. It was present in all transactions except one (case no. 4). It was the only category that occurred alone (1) even though this happened only once (sale no. 8). It occurred once (1) together with the technical category (sale no. 15), and twice (2) jointly with the functional category (sales no. 10 and 12). In eight (8) instances it occurred with both of the other categories (sales no. 1, 3, 6, 7, 9, 13, 14, 17). See Table II.

The time spent on the aesthetic category was 44.3% of the normalized total in SP. See Table III. In SC the normalized time was 45%. See Table IV.

The technical category was never present alone (0); it occurred once (1) together with the functional category (sale no. 4); and occurred combined with the other two categories eight (8) times (sales no. 1, 3, 6, 7, 9, 13, 14, 17). See Table II.

The normalized duration for the technical category was 19.6% in SP. See Table III. The normalized duration in SC was 52.4%. See Table IV.

The functional category never occurred alone (0); it occurred once jointly with the technical category (sale no. 4); and occurred combined with the other two categories eight (8) times (sales no. 2, 3, 7, 9, 13, 14, 17). See Table II.

The normalized duration for the functional category was 36.2% in SP. See Table III. The normalized duration in SC was 2.6%. See Table IV.

Age and Sex

The variable age of the salesperson proved irrelevant in respect to content categories in SP. See Table V.

The variable of sex proved inconclusive. See Table V. The reason for the larger amount of time spent on the aesthetic category by the one female salesperson, however, is due to the type of merchandise she has sold more frequently than the male salespersons. F made four sales and three of these were lampshades. The only other sale of a lampshade was made by M2 who made two sales, one of which was a lampshade. No other salesperson sold any lampshades. Whether this is due to her own stated personal preference for selling lampshades or the choice of a female salesperson by the customer when buying a lampshade cannot be determined from the data.

Type of merchandise

The significant variable in determining the importance of the content category in the sales transaction was the type of merchandise under consideration. In each of the fourteen transactions that were analyzed the merchandise was one of three types:

- one to three lighting fixtures or lamps
- a house of lights
- lampshades

The normalized totals in SP for each content category measured in time relation to type of merchandise were as follows. See Table VI.

<u>aesthetic</u>	one to three lights	25.4%
	house of lights	21.7%
	lampshades	90.3%
<u>technical</u>	one to three lights	20.1%
	house of lights	29.9%
	lampshades	8.5%
<u>functional</u>	one to three lights	54.5%
	house of lights	48.4%
	lampshades	1.2%

The aesthetic category looms largest for the selection of lampshades; the functional category is most prominent for the acquisition of a house of lights; and one to three lights. The technical category, although never very prominent in relation to any type of merchandise, is given more time in the sale of a house of lights than in any other type of sale.

In SP in absolute time, without regard to type of merchandise, the aesthetic category is the most pronounced (44.3%), followed by the functional category (36.2%). The least amount of time is spent on the technical category (19.6%). See Table IV. The hierarchy of categories is significant because in SP the sales talk centered on four (4) lampshades, four (4) house of lights, and five (5) one to three fixtures. Absolute time is thus different from relative time.

The lead argument

Comparing the presence of the content categories within each segment of the sales transaction, it became apparent that although all three categories might be present in SP, SC and SF, one category emerged as the lead argument and its presence was more pronounced throughout. Frequently it was the only category that was present in all three segments. The lead argument was first developed by either the salesperson or the customer and then followed up continuously. The following shows the lead argument appearing in SF: "Come

on back in and we'll figure out something to give your wife enough light to see by." (example from a transaction that did not result in a sales contract).

The persistence of the lead argument is due to its function in restricting the choice of merchandise thus accelerating the selection process. The restriction purpose is served either by eliminating all items that do not fit the lead argument or by reinforcing the selection process in the one direction of a single piece of merchandise. The two purposes may be combined.

In one instance (sale no. 14) a female customer said that she would only buy a lampshade long enough for her lamp and when she did not find any lampshade of the desired length, she left the store without buying. In a sale (no. 1) involving an elderly couple moving into a condominium, the salesperson repeatedly told them that the lighting fixture they were to choose for their entrance hallway must be large enough to cover the space left by the previous fixture. This one criterion eliminated a large portion of the stock and made it much easier for the customers to make their final decision. In three of the fourteen sales (nos. 4, 7, 13) the salesperson's argument focused on whether or not the light would serve its primary purpose of providing sufficient light to the customer. Two of these sales (nos. 4, 7) involved a customer seeking to purchase a lamp to read by, one needing a lamp for himself and the other needing a light over his wife's sewing area. In all cases, as soon as the salesperson heard what the function of the light was to be, he centered all of his discussions on whether or not a particular fixture would provide adequate lighting.

Language analysis. As said before, content and language cannot be neatly compartmentalized in any realistic discourse analysis. This is particularly clear when analyzing the lead argument. This is a grey area where content and form overlap. Under the heading of lead argument it has been classified within the content but it could be equally well classified within the language under the heading of repetition.

Set phrases and jokes

The use of set phrases and jokes by a salesperson was clearly a function of personality. M1 was the only one who had a distinct repertoire of set phrases and jokes. Some typical set phrases are: "A satisfied happy customer is the basis of selling." "You come back because you know we'll take care of you." "We aim to please, we please to aim. Put that in your pipe and smoke it."

The following represents a typical type of joke:

Customer: I need a chandelier, chrome and glass, real contemporary. I want to spend about one hundred bucks."

Salesperson: This is less. I can't give it to you then.

It is in the area of jokes that the interactional aspect of the customer-salesperson relationship played a larger part than in any other type of language. The majority of jokes occurred when the salesman had known the customer for a long time. There were only few jokes when the customer was not familiar to the salesman.

In SP all jokes were "one liners" as the salesman never seemed to let his talk stray too far from the sale at hand. In SC the jokes tended to be longer.

Story telling

The same salesman who told jokes, on occasion also told a little story. The stories were brief in SP and somewhat longer in SC and none were told in PS. The reasons for the dependence of story telling on the segment of the interaction parallel those for jokes.

Speech style

The use of colloquialism, regional dialect (Yes, ma'm), and bilingual code-switching was restricted to one salesperson, M1. His choice of speech

style, as is to be expected, was strictly governed by interactional features, depending on the customer. Once a certain speech style was established, it was generally held constant throughout the transaction.

A striking example was the use of Yiddish and Hebrew with an older Jewish couple:

PP: "Shalom aleichem" (Jewish greeting formula: peace be with you).

SP: "That's the best price. Have rachmanos," (mercy).

SF: "Happy holidays. Lots of nachus" (pleasure).

Repetition

Aside from the repetitive features of the lead argument, there were frequent forms of repetition of words and phrases from one speaker by the other and of self-repetition. These repetitions did not necessarily follow immediately but in some instances occurred several utterances later.

In the majority of cases of other-repetition it was the salesperson who repeated almost word for word what the customer had said. (See Table IX). The greatest number of instances of other-repetitions took place during the speech preparatory segment (See Table VIII). This is the crucial time when the customer is making his decision whether to conclude with an acquisition or leave the store without it. The speech preparatory segment in many sales transactions is the longest in duration (See Table VI). The total in seconds of all the SP sections is almost four times the total of the SC sections. The great number of repetitions in SP is not merely a function of time but inherent in the type of transaction. In SC a repetition occurs only every 228 seconds while in SP there is a repetition every 154 seconds. Comparing the two sections the repetition ratio is therefore approximately 1.5 to 1 in favor of SP.

SF is generally a short segment and it also has the smallest number of repetitions. In some instances of SF there is not a single repetition. From the comparison of the three segments, it follows that a direct relationship exists between the importance of the segment and the outcome of the sales transaction and both the time involved in it and the number of repetitions practiced within

each segment.

The above relationship holds for instances of other-repetition as well as for self-repetitions. We believe that other-repetition serves the function of assuring consensuality between buyer and seller in choosing the right piece of merchandise. The salesperson wants to be certain that the customer is satisfied and the customer wants to be sure that he has selected the right item for his needs and at the right price. The salesperson is, nevertheless, concerned with the matter to a higher degree than the customer as the former's livelihood depends on the volume of transactions that end in a sale. The number of other-repetitions on the part of the salesman exceeds those uttered by the customer by a ratio of almost 2 to 1 in SP and of 2 to 1 in SC (See Table VIII).

Self-repetition also was practiced by both parties but, again, more frequently by the salesman (See Table IX). We believe that the repetition of identical utterances lowered the information load, relieving the strain of the selection process for the customer. It is possible that the practice of self-repetition on the part of the sales person encouraged the customer to do likewise.

Both types of repetition were not related to the type of merchandise nor to the age or sex of the sales person.

The use of repetition for the purpose of easing the attention strain may be a general factor in communication and can be observed in small children (von Raffler-Engel 1970).

CONCLUSION

The major findings from this field study on the content and form of the sales transaction can be summarized as follows:

The speech segment dealing with the selection of merchandise (SP) is the longest in duration and it is also the most varied in content. In the case of light fixtures, the merchandise may be discussed for its aesthetic appeal, its technical qualities, and its functional usage. It is in this segment that the lead argument is developed which will eventually restrict the content of the following segments. This segment is also the richest in instances of repetition, primarily induced by the salesman.

The use of subject matter that is extraneous to the main subject of the sales transaction is curtailed in this very same segment (SP). Extraneous talk, such as jokes and stories, appears primarily before and after this segment during the greeting ritual (PS), the exchange of payment and merchandise (SC), and during the leave taking ritual (SF).

In the sales transaction the referential language (content and use of repetition) seems basically independent of the personality, age and sex of the sales person and strictly determined by the sales transaction per se and by the type of merchandise under consideration. The interactional language (style, set phrases and jokes) varies with the personality of the salesperson. It is also more strictly related to the personality of the customer.

Repetition, although part of referential language, fulfills also an interactional function, assuring a feeling of consensuality.

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TABLE I--Comparison of duration of each segment
in the sales transactions

Sale No.	SP		SC		SF	
	Time in Seconds	(%)	Time in Seconds	(%)	Time in Seconds	(%)
1	270	(63.7)	99	(23.3)	55	(13.0)
3	120	(19.6)	493	(80.4)	--	--
4	143	(49.7)	142	(49.3)	3	(1.0)
6	1270	(96.9)	41	(3.1)	--	--
7	775	(57.1)	583	(42.9)	--	--
8	352	(70.1)	150	(29.9)	--	--
9	2765	(96.2)	68	(2.4)	40	(1.4)
10	47	(38.2)	72	(58.5)	4	(3.3)
12	418	(90.3)	45	(9.7)	--	--
13	133	(93.0)	7	(4.9)	3	(2.1)
14	900	(99.4)	5	(.6)	--	--
15	635	(75.4)	207	(24.6)	--	--
16	--	--	312	(100.0)	--	--
17	628	(54.1)	366	(31.5)	167	(14.4)
TOTAL		<u>69.5%</u>		<u>32.9%</u>		<u>5.9%</u>
		(out of 13 sales)		(out of 14 sales)		(out of 6 sales)
Normalized Totals		64.5%		32.9%		2.5%

TABLE 11--Frequency of occurrence of each content category alone and in combination with the other categories

Sale No.	Aesthetic	Technical	Functional	Aesthetic and Technical	Aesthetic and Functional	Technical and Functional	Aesthetic, Technical and Functional
1							X
3							X
4						X	
6							X
7							X
8	X						
9							X
10					X		
12					X		
13							X
14							X
15				X			
16							
17							X
TOTALS	% Aes 100			% Aes 84.4 % Tec 15.6	% Aes 27.1 % Fun 72.9	% Tec 45.1 % Fun 54.9	% Aes 42.1 % Tec 24.2 % Fun 33.7

TABLE III--Analysis of the duration of
each content category in SC

Sale No.	Aesthetic		Technical		Functional	
	Time in Seconds	(%)	Time in Seconds	(%)	Time in Seconds	(%)
1	18	(54.5)	15	(45.5)	--	--
3	--	--	134	(100.0)	--	--
4	--	--	--	--	--	--
6	--	--	--	--	--	--
7	36	(20.0)	130	(72.2)	14	(7.8)
9	--	--	--	--	--	--
10	13	(50.0)	13	(50.0)	--	--
12	--	--	--	--	--	--
13	--	--	--	--	--	--
14	--	--	--	--	--	--
15	47	(49.0)	37	(38.5)	12	(12.5)
16	--	--	312	(100.0)	--	--
17	207	(86.6)	32	(13.4)	--	--
TOTAL		60.0% (out of 6 sales)		59.9% (out of 7 sales)		10.2% (out of 2 sales)
Normalized Totals		45.0%		52.4%		2.6%

TABLE IV--Analysis of the duration of
each content category in SP

Sale No.	Sales- Person	Time About Aesthetic	(%)	Time About Technical	(%)	Time About Functional	(%)
1	M2	30	(28.3)	3	(2.8)	73	(68.9)
3	M1	6	(6.4)	45	(48.4)	42	(45.2)
4	M1	--	--	32	(45.1)	39	(54.9)
6	E	213	(37.6)	271	(47.9)	82	(14.5)
7	M1	309	(45.2)	194	(28.4)	181	(26.5)
8	F	153	(100.0)	--	--	--	--
9	F	249	(33.2)	175	(23.4)	325	(43.4)
10	M1	8	(44.4)	--	--	10	(55.6)
12	M3	13	(9.7)	--	--	121	(90.3)
13	M1	6	(9.1)	16	(24.2)	44	(66.7)
14	F	275	(81.4)	51	(15.1)	12	(3.5)
15	F	394	(84.4)	73	(15.6)	--	--
16	M1	--	--	--	--	--	--
17	M2	<u>436</u>	<u>(95.4)</u>	<u>16</u>	<u>(3.5)</u>	<u>5</u>	<u>(1.1)</u>
TOTAL TIME (sec)		2092		876		934	
Normalized %			44.3%		19.6%		36.2%

TABLE V--Comparison of the duration of content category to age and sex in SP

Age	Total No. of Sales	Age of Salesperson		
		% Time About Aesthetic	% Time About Technical	% Time About Functional
20-22 (n.2)	2	23.7	24.0	52.4
45 (n.1)	4	74.8	13.5	11.7
52-65 (n.2)	7	32.7	21.8	45.5

Sex	Total No. of Sales	Sex of Salesperson		
		% Time About Aesthetic	% Time About Technical	% Time About Functional
M. (n.4)	9	30.7	22.3	47.0
F (n.11)	4	74.8	13.5	11.7

TABLE VI--Analysis of content categories in SP according to type of merchandise

Aesthetic	Technical	Functional	Aesthetic	Technical	Functional	Aesthetic	Technical	Functional
28.3	2.8	68.9	6.4	48.4	45.2	100.	--	--
--	45.1	54.9	37.6	47.9	14.5	81.4	15.1	3.5
45.2	28.4	26.5	33.2	23.4	43.4	84.4	15.6	--
44.4	--	55.6	9.7	--	90.3	95.4	3.5	1.1
9.1	24.2	66.7						

TOTALS	% Aes	% Tech	% Func	% Aes	% Tech	% Func	% Aes	% Tech	% Func
	31.8/4*	25.1/4	54.5/5	21.7/4	39.9/3	48.4/4	90.3/4	11.4/3	2.3/2

*(number after/ denotes the number of sales, i.e. 31.8/4 would be 31.8 % out of 4 sales)

Normalized Totals	25.4%	20.1%	54.5%	21.7%	29.9%	48.4%	90.3%	8.5%	1.2%
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Table VII Relationship Between Time and Repetition In the Sale

Total time involved in 13 sales-----11,006 sec.
 Total time in Speech Preparatory-----8456 sec.
 Total time in Speech Central-----2278 sec.
 Total time in Speech Final-----272 sec.
 Total number of repetitions in all sales-----68
 Thus have 1 repetition every 162 seconds in sales

SPEECH PREPARATORY

Total time in Speech Preparatory-----8456 sec.
 Total number of repetitions in Speech Preparatory---55
 Thus have 1 repetition every 154 seconds in Speech Preparatory

SPEECH CENTRAL

Total time in Speech Central-----2278 sec.
 Total number of repetitions in Speech Central-----10
 Thus have 1 repetition every 228 seconds in Speech Central

SPEECH FINAL

Total time in Speech Final-----272 sec.
 Total number of repetitions in Speech Final-----3
 Thus have 1 repetition every 91 seconds in Speech Final

Table VIII Breakdown of Repetition According to Segment of Sales Transaction

SPEECH PREPARATORY (sale itself)		
Number of self repetitions-----	20	77% 1 every 423 sec.
Number of self rep. (by salesman)-----	13	65% 1 every 650 sec.
Number of self rep. (by customer)-----	7	35% 1 every 1208 sec.
Number of other repetitions-----	28	80% 1 every 302 sec.
Number of other rep. (customer repeating)-----	10	36% 1 every 846 sec.
Number of other rep. (salesman repeating)-----	18	64% 1 every 470 sec.
Number of double self repetitions-----	3	100% 1 every 2819 sec.
Number of double self repetitions (salesman)-----	3	100% 1 every 2819 sec.
Number of double self repetitions (customer)-----	0	0% ---
Number of other and then self repetitions-----	4	100% 1 every 2114 sec.
Customer makes the initial comment-----	3	75% 1 every 2819 sec.
Salesman makes the initial comment-----	1	25% 1 every 8456 sec.
SPEECH CENTRAL (time between when the customer says 'we'll take it and leave taking)		
Number of self repetitions-----	4	15% 1 every 570 sec.
Number of self rep. (by salesman)-----	3	75% 1 every 759 sec.
Number of self rep. (by customer)-----	1	25% 1 every 2278 sec.
Number of other repetitions-----	6	17% 1 every 380 sec.
Number of other repetitions (customer repeating)---	2	33% 1 every 1139 sec.
Number of other repetitions (salesman repeating)---	4	67% 1 every 570 sec.
SPEECH FINAL (leave taking)		
Number of self repetitions-----	2	8% 1 every 136 sec.
Number of self repetitions (by salesman)-----	1	50% 1 every 272 sec.
Number of self repetitions (by customer)-----	1	50% 1 every 272 sec.
Number of other repetitions-----	1	3% 1 every 272 sec.
Number of other repetitions (customer repeating)---	0	0% ---
Number of other repetitions (salesman repeating)---	1	100% 1 every 272 sec.

Table IX Repetitions within the total sales event

Total Number of Sales Transactions-----	13	(used all sales but # 16)
Total Number of Repetitions-----	68	
Average # of Repetitions/Sale-----	5.23	
Number of Repetitions in Speech Preparatory (sale itself)	55	81%
Number of Repetitions in Speech Central (time between when customer says 'we'll take it' and leave taking)	10	15%
Number of Repetitions in Speech Final-----	3	4%
<u>Number of self repetitions-----</u>	26	38% 1 every 423 sec.
Number of self rep. (by salesman)-----	17	65% 1 every 647 sec.
Number of self rep. (by customer)-----	9	35% 1 every 1223 sec.
<u>Number of other repetitions-----</u>	35	52% 1 every 314 sec.
Number of other rep.(customer repeating)----	12	34% 1 every 917 sec.
Number of other rep.(salesman repeating)----	23	66% 1 every 479 sec.
<u>Number of double self repetitions-----</u>	3	4% 1 every 3669 sec.
Number of double self repetitions(salesman)-	3	100% 1 every 3669 sec.
Number of double self repetitions(customer)-	0	0% ---
<u>Number of other and then self repetitions---</u>	4	6% 1 every 2752 sec.
Customer makes comment, salesman repeats, then customer repeats-----	3	1 75% 1 every 3669 sec.
Salesman makes comment, customer repeats, then salesman repeats-----	1	25% 1 every 11,006 sec.